



## ICSIMAT 2020 (VIRTUAL)

# 9<sup>th</sup> INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM IN COVID- 19 ERA. CHALLENGES AND PROSPECTS

26-28 SEPTEMBER 2020 / 16:00pm-19:20pm Greek Time/ UTC+3

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## PROGRAMME (GREEK TIME)

\*\*\*Delegates need to be connected to the link that has been sent in their emails a quarter before the time of their allocated **session** starts and will wait to be asked to join. Please do not forget to have your camera on during your presentation.

\*\*\* ICSIMAT **presentations** will be broadcasted live on You Tube link for delegates' colleagues and friends to attend and will be recorded for future use and promotion.

\*\*\*Questions can be uploaded live on You Tube link and will be categorized –(presented as a group)

	<b>SATURDAY 26.09.2020</b>
TIME 16:00pm- 19:20pm	
16:00pm- 16:10pm	<b>CONFERENCE WELCOME OPENING</b> Professor Panagiotis Kaldis, Rector University of West Attica, Greece  Emmamouil Konsolas, Deputy Minister of Tourism, Greece <b>(welcome message written)</b>
16:10pm- 16:20pm	<b>Invited Speaker</b> Professor Dimitrios Buhalis, Bournemouth University, UK <b>Learning from Greece: Tourism and Hospitality Resilience in the Covid-19 era</b>
16:20pm- 17:20pm	<b>LEARNING FROM GREECE:</b> <b>TOURISM AND HOSPITALITY RESILIENCE IN THE COVID-19 ERA</b> <b>Chair: Professor Dimitrios Buhalis, Bournemouth University, UK</b>  <b>Vicky Karantzavelou, Founder Travel Media Applications</b> Chief Editor Travel Daily News and Founder of Bike-Friendly Label  <b>Alexandros Vassilikos, Airtel Group of Hotels</b> President Hellenic Chamber of Hotels and Executive Committee Member HOTREC  <b>Fotis S. Kokotos Managing Director at Elounda Real Estate Development</b> Member of the Board at Elounda SA Hotels and Resorts Member of the Board at Marketing Greece Member of the Board at Association of Greek Tourism Enterprises (SETE)  <b>Katerina Margari</b> Managing Director at Diana Group Hotels
17:20pm- 17:30pm	<b>Music from Zakynthos 1958 Mandoline ensemble will play songs by local poets and composers (Video)</b>
17:30pm- 17:40pm	<b>Invited Speaker</b> Professor Spiros Gounaris, University of Strathclyde, Scotland <b>The Need for Revising Demand Forecasting Approaches in the Tourism Sector during the Pandemic; and beyond!</b>
17:40pm- 18:40pm	<b>SESSION ON CONSUMER BEHAVIOR ISSUES</b> <b>Session Chair: Professor Andreas Andronikidis, University of Macedonia, Greece</b>
17:40pm- 17:50pm	<b>The Impact of COVID-19 on Consumer Behavior - The Case of Greece</b> Prokopis Theodoridis, University of Patras, Greece
17:50pm- 18:00pm	<b>Area of Residence Differences in COVID-19 Effect on Greek Citizens' Life</b> Irene (Eirini) Kamenidou, International Hellenic University, Kavala, Greece, Aikaterini Stavrianea, National and Kapodistrian University of Athens, Athens, Greece, Spyridon Mamalis, International Hellenic University, Kavala, Greece and Ifigeneia Mylona, International Hellenic University, Kavala, Greece
18:00pm- 18:10pm	<b>Consumers under Lockdown: Self-gifting and Mood Alleviation</b> Antigone G. Kyrousi, Deree-The American College of Greece, Athens, Greece, Athina Y. Zotou, Deree-The American College of Greece, Athens, Greece and Eirini Koronaki, University of Western Macedonia, Kastoria, Greece
18:10pm- 18:20pm	<b>Virtual Communities in COVID-19 era: a Citizenship Perspective</b> Josélia Fonseca, University of Azores, Portugal, Teresa Borges-Tiago, University of Azores, Portugal, Flávio Tiago, University of Azores, Portugal, Sandra Silva, University of Azores, Portugal
18:20pm- 18:30pm	<b>The Impact of Covid-19 in E-commerce. Effects on Consumer Purchase Behavior</b> Giorgos Dionysioy, Konstantinos Fouskas and Dimitrios Karamitros, University of Macedonia, Greece
18:20pm- 18:30pm	<b>Questions and Answers</b>
18:30pm-	<b>SESSION ON INFORMATION AND COMMUNICATION TECHNOLOGIES IN</b>

19:30pm	<b>MARKETING AND TOURISM</b> Session Chair: Professor Stanislav Ivanov, Varna University of Management, Bulgaria
18:30pm-18:40pm	<b>Comparative Analysis of Coronavirus Influence on the Content Generated by Romanian Travel Blogs</b> Victor-Alexandru Briciu, Arabela Briciu and Andrea-Eniko Csiki, Transilvania University of Braşov, Braşov, Romania
18:40pm-18:50pm	<b>Social Distancing: Technology to The Rescue</b> Maria Polychronaki, University of West Attica, Greece and Charalampos Patrikakis, University of West Attica, Greece
18:50pm-19:00pm	<b>The Role of Wi-Fi Positioning Systems in Safety against COVID-19</b> Theodoros Oikonomidis, Konstantinos Fouskas and Maro Vlachopoulou, University of Macedonia, Greece
19:00pm-19:10pm	<b>COVID-19 Goes on Twitter. Greek Conversations and Discussions</b> Dimitrios Kydros, International Hellenic University, Greece, Maria Argyropoulou International Hellenic University, Greece and Vasiliki Vrana, International Hellenic University, Greece
19:10pm-19:20pm	<b>Questions and Answers</b>  <b>Exchange of Ideas and Networking</b> <b>ANNOUNCEMENT OF THE NEXT YEAR'S ICSIMAT COMMUNITY'S GATHERING</b> <b>16-19 JULY 2021 ZAKYNTHOS (ZANTE) IONIAN ISLANDS</b> <b>CLOSING OF THE FIRST DAY</b>

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	<b>SUNDAY 27.09.2020</b>
TIME 16:00pm-19:00pm	
16:00pm-16:10pm	<b>OPENING SESSION</b> <b>Welcome</b> Conference Chairs Professor Androniki Kavoura, University of West Attica, Greece Professor Stephen Havlovic, Laurentian University, Canada Professor Natalya Totkaya, Laurentian University, Canada
16:10pm-16:20pm	<b>Invited Speaker</b> Victor Erukhimov, CEO of Itseez3D, Inc <b>The rise of avatars for work and entertainment</b>
16:20pm-17:30pm	<b>SESSION ON CULTURAL AND TOURISM ISSUES</b> Session Chairs: Maria Zisouli, Development Consultant for New Markets, Greece Stella Sylaiou, Hellenic Open University, Greece
16:20pm-16:30pm	<b>Rethinking Management and Promotion of Tourist Destinations amidst Covid-19: Good Practices and Challenges</b> Aneesh Goel, James Cook University, Singapore, Zilmayah Kamble James Cook University, Singapore, Sorabh Tyagi, James Cook University, Singapore, Vishnu Ganesh, James Cook University, Singapore, Hasan Mamuwala, James Cook University, Singapore and Nyein Nyein San, James Cook University, Singapore
16:30pm-16:40pm	<b>Redefining and Redesigning Modernity in the COVID-19 Era: the Case of Xenia Hotels in Greece</b>

	Loukia Martha, University of West Attica, Greece, Chara Agaliotou, University of West Attica, Greece and Maria Vrasida, Deree American College, Greece
16:40pm-16:50pm	<b>Underwater Cultural Heritage Tourism and Diving Tourism Alternatives in the COVID 19 Era</b> Maria Vrasida, European Grouping of Territorial Cooperation “AMPHICTYONY” Amphictyony
16:50pm-17:00pm	<b>The Introduction of the Intelligent Ticket and its Interaction with Transmedia Content in the COVID-19 Smart Tourism Era</b> Dimitrios Panagiotakopoulos, University of West Attica, Greece, Athina Mountzouri, University of West Attica, Greece, Marina Christodoulou, University of Bologna, Italy, Apostolos Papapostolou, University of West Attica, Greece and Rossetos Metzitakos University of West Attica, Greece
17:00pm-17:10pm	<b>The Weakness of Mass Tourism in the Covid-19 Period and the Contribution of Architecture</b> Dionysia Fragkou, University of West Attica, Greece
17:10pm-17:20pm	<b>Covid-19 Pandemic's Influence on Popular/Folk Culture and Tourism in Greece: Shaping the Future and beyond</b> Charoula Tsalpara, Aptaliko.GR, Athens, Greece, Irodion Soulopoulos, Aptaliko.GR, Athens, Greece, Ioannis Sclias Aptaliko.GR, Athens, Greece and Nikos Grammalidis, Information Technologies Institute, Thessaloniki, Greece
17:20pm-17:30pm	<b>Questions and Answers</b>
17:30pm-18:00pm	<b>SUCCESS INDUSTRY STORIES IN THE COVID-19 ERA</b> Chair: Professor Spiros Gounaris, University of Strathclyde, Scotland
17:30pm-17:40pm	<b>Agrino's Marketing Challenges in the Covid-19 Era</b> Agis Pistiolas, Director of Marketing, Communication and Export Departments, Member of the Board, Agrino
17:40pm-18:50pm	<b>Covid-19 Effects in the Wine Industry: the Case of Anastasia Fragou Winery</b> Anastasia Fragou, CEO Anastasia Fragou Winery
17:50pm-18:00pm	<b>Loux's Contribution to the Society during the Pandemic</b> Tonia Stamatelatou, Marketing Executive, Loux
18:00pm-18:10pm	<b>Greek Musical Memories (Video)</b> Charis Tsalpara, Musician and Musicologist, Aptaliko, Greece  <a href="https://youtu.be/9M8S1Ox_0FM">https://youtu.be/9M8S1Ox_0FM</a>
18:10pm-19:00pm	<b>SESSION ON HOSPITALITY AND TOURISM ISSUES</b> Session Chair: Professor Stathis Kefallonitis, State University of New York at Oswego, USA
18:10pm-18:20pm	<b>Social Media during the Covid-19 era in 5 * Hotels in Attica, Greece</b> Alexis-Patapios Kontis, University of the Aegean, Greece, Ioanna Kourkoulou, Metropolitan College, Greece and Eirini Vlassi, Metropolitan College, Greece
18:20pm-18:30pm	<b>COVID-19 and the Canadian Airline Experience</b> Stephen J. Havlovic, Laurentian University, Canada
18:30pm-18:40pm	<b>The Restaurant Industry in the Covid-era: Challenge or Opportunity?</b> Magda Peistikou, Metropolitan College, Greece
18:40pm-18:50pm	<b>Immunity Passports in the COVID-19 era: Facts, Fiction and Perspectives</b> Eleni Makarona, Institute of Nanoscience & Nanotechnology, NCSR “Demokritos”
18:50pm-19:00pm	<b>Questions and Answers</b> <b>Exchange of Ideas and Networking</b> <b>ANNOUNCEMENT OF THE NEXT YEAR'S ICSIMAT COMMUNITY'S GATHERING</b> <b>16-19 JULY 2021 ZAKYNTHOS (ZANTE) IONIAN ISLANDS</b> <b>CLOSING OF THE SECOND DAY</b>

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	<b>MONDAY 28.09.2020</b>
TIME 16:00pm- 17:50pm	
16:00pm- 16:10pm	<b>OPENING SESSION</b> <b>Welcome</b> Conference Chairs Prof. Androniki Kavoura, University of West Attica, Greece Prof. Stephen Havlovic, Laurentian University, Canada Prof. Natalya Totskaya, Laurentian University, Canada
16:10pm- 16:20pm	<b>Invited Speaker</b> Professor Marianna Sigala, University of South Australia, Australia <b>Technologies in Tourism: Impacts and Residuals of COVID-19</b>
16:20pm- 16:50pm	<b>SESSION ON INNOVATION AND SOCIAL ISSUES IN MANAGEMENT</b> Session Chair: Dr Andreas Masouras, Neapolis University Pafos, Cyprus
16:20pm- 16:30pm	<b>Effective COVID-19 Management Prerequisites: National Culture, Governance, Human Development, and Income Inequality</b> Barry A. Friedman, State University of New York at Oswego, USA and Marissa Wheeler, State University of Oswego, USA
16:30pm- 16:40pm	<b>Covid-19 Effects in People's Daily Life, Social Media's Role and the Power of Emotions and Mind</b> Maria Poli, University of West Attica, Athens, Greece
16:40pm- 16:50pm	<b>Questions and Answers</b>
16:50pm- 17:20pm	<b>SESSION ON HEALTH MANAGEMENT ISSUES</b> Session Chair: Professor Maria Tsirintani, University of West Attica, Greece
16:50pm- 17:00pm	<b>Variation in Sentiments on Prescription Drug Tourism at the United States-Mexico Border and Geo-Political Shocks</b> Michele Thornton, SUNY Oswego, USA
17:00pm- 17:10pm	<b>Organization of Local Community Health Network during Infections such as COVID-19</b> George Pierrakos, University of West Attica, Greece
17:10pm- 17:20pm	<b>Questions and Answers</b>
17:20pm- 18:00pm	<b>SESSION ON EDUCATION-EMPLOYABILITY ISSUES</b> Session Chair: Mounir Elatrachi, HASSAN II University II, Casablanca, Morocco
17:20pm- 17:30pm	<b>Increasing Employability through Development of Generic Skills: Considerations for Remote Course Delivery during COVID-19 Pandemic</b> Natalya Totskaya, Laurentian University, Sudbury, Canada
17:30pm- 17:40pm	<b>Exploring the Relationship of the Big Five Personality Traits with Student Satisfaction with Synchronous Online Academic Learning: The case of Covid-19- Induced Changes</b> Alexandros G. Sahinidis, University of West Attica, Greece and Panagiotis A. Tsaknis, University of West Attica, Greece
17:40pm- 17:50pm	<b>Questions and Answers</b>  <b>Exchange of Ideas and Networking</b> <b>ANNOUNCEMENT OF THE NEXT YEAR'S ICSIMAT COMMUNITY'S GATHERING</b> <b>16-19 JULY 2021 ZAKYNTHOS (ZANTE) IONIAN ISLANDS</b> <b>CLOSING OF THE THIRD DAY AND ROUNDING OFF THE</b>

	<b>CONFERENCE</b>
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